

**CORPORATE &  
NON-PROFIT  
PARTNERSHIPS**

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## What We'll Cover

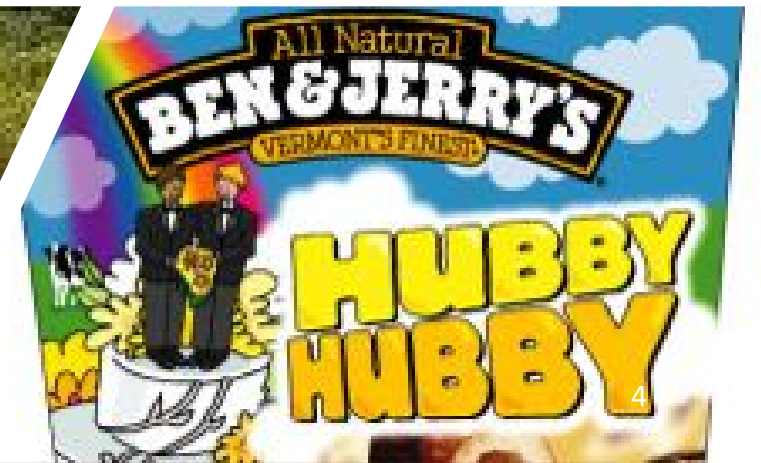




Some Examples



## Partnerships Take Many Forms





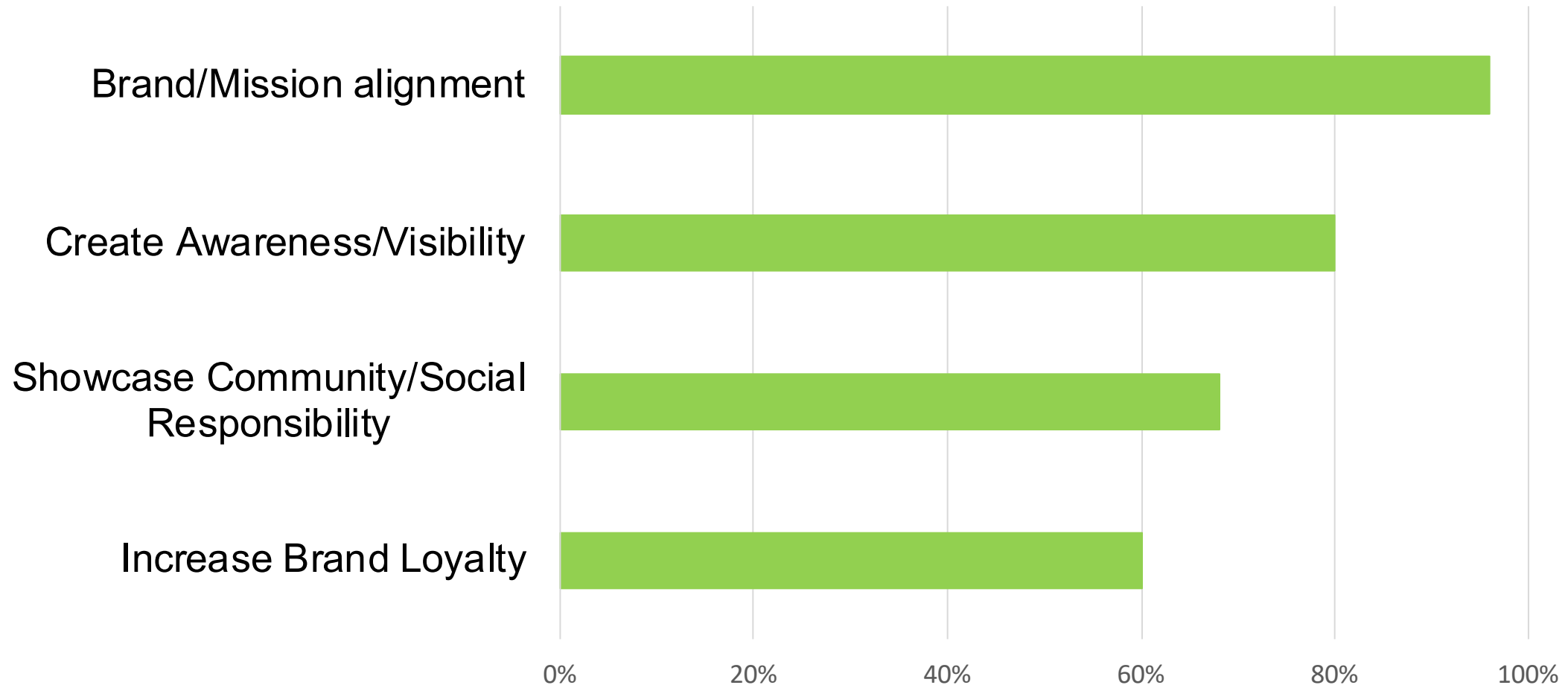


## **Why Create A Partnership?**

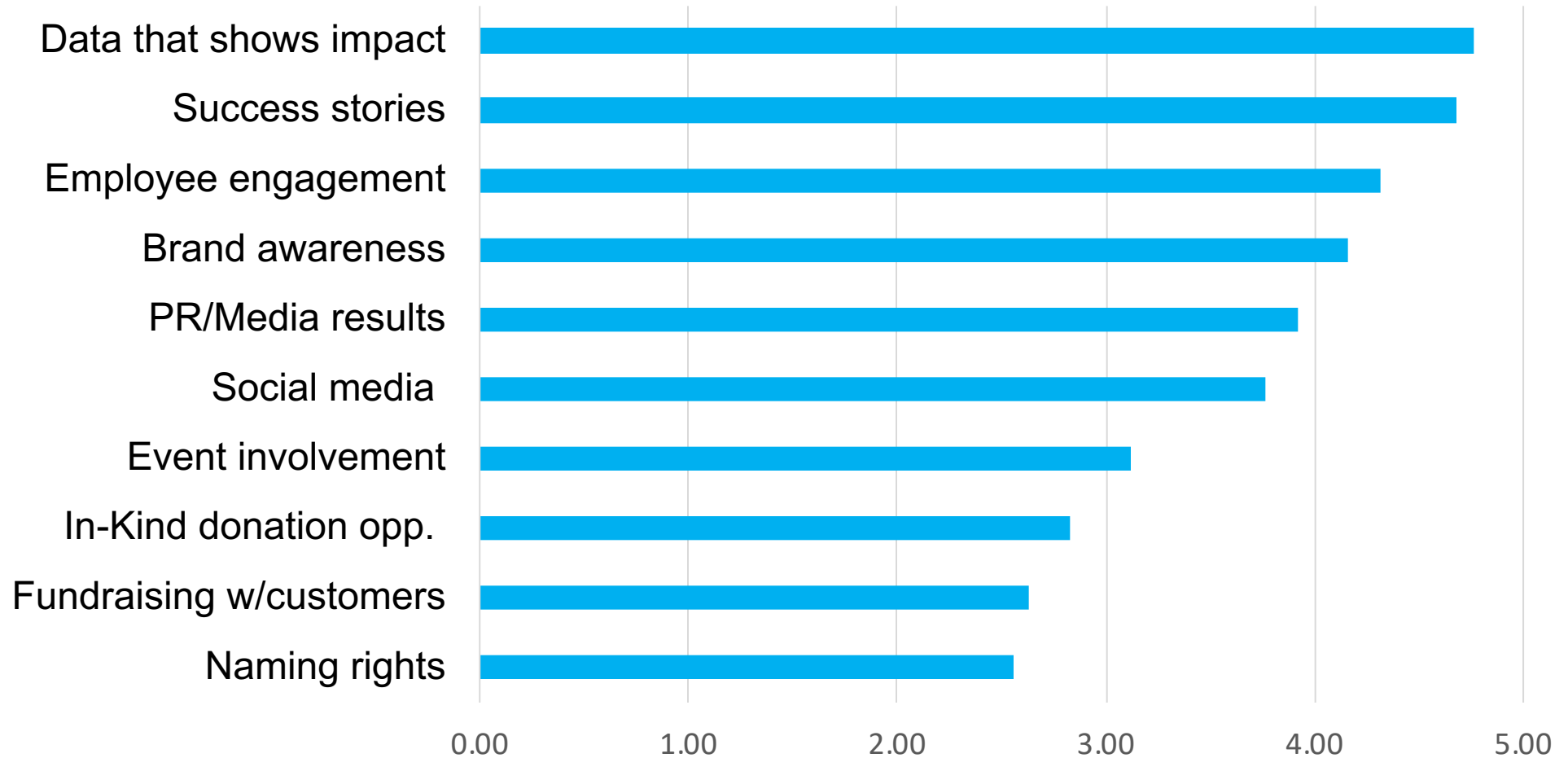


**What Are Your Priorities?**

# Top Factors for Companies Selecting Partners



# What Type of Activations are Important?







**How Do You Chose the Right Partners?**



**Who Are Important Internal Stakeholders?**





**What Are Your Expectations?**



# Recent Survey of Companies

## Top 5 Things They Wish Non-Profits Did More

- 1) Provide compelling content
- 2) Provide more lead time
- 3) Offer a dedicated contact person
- 4) Make it easier to work with local chapters
- 5) Connect them with other corporate partners

# Recent Survey of Non-Profits

## Top 5 Things They Wish Companies Did More

- 1) Inclusion in Workplace Giving campaigns
- 2) Promotion of non-profit in internal communications
- 3) Opportunity to connect with local offices
- 4) Provide in-kind products & expertise
- 5) Introduction to business partners







## Challenges



## Tips



**Thank You!**

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